CLAIMS:

1.   A data display method comprising the steps of:

receiving, by a data terminal, multimedia data having embedded therein data that includes first information to be disclosed, and second information for controlling said data to be disclosed, said multimedia data symbolically representing a content of said embedded data;

comparing said second information included in said received multimedia data with the condition on said data terminal side; and

making at least part of said multimedia data or said first information invisible or illegible on said data terminal on the basis of a result of the comparison of said second information.

2.   A method according to claim 1, wherein said embedded data includes third information for confirming the reliability of said embedded data, and said method further comprising the steps of:

comparing said third information included in said received multimedia data with the condition on said data terminal side; and

making said multimedia data and said first information invisible on said data terminal if said embedded data is decided not to have much credibility on the basis of the result of the comparison of said third information.

3.　　　　A method according to claim 1, wherein said embedding of said data in said multimedia data is performed by electronic watermark technique.

4.　　　　A method according to claim 2, wherein said embedding of said data in said multimedia data is performed by electronic watermark technique.

5.　　　　A method according to claim 1, wherein said second information is information representing an expiration date of said multimedia data, and said comparison of said second information is performed so that said data terminal can decide if the present time is within said expiration date by comparing said second information with the present time on said data terminal side.

6.　　　　A method according to claim 2, wherein said data terminal has a public key of a management server for managing said multimedia data, said third information results from encrypting said embedded data by use of a secret key of said management server, and said comparison of said third information is performed so that said data terminal can decide if said embedded data has much credibility by decrypting said third information by said public key and comparing the decoded data with said embedded data.

7.　　　　A method according to claim 1, wherein said first information includes outline information briefly showing the content of said embedded data, and whereabouts information showing a location of detailed

information of said embedded data, said outline information and said whereabouts information are displayed on said data terminal in response to an input to said multimedia data when said multimedia data is displayed on said data terminal, and said detailed information is displayed on said data terminal in response to an input to said displayed whereabouts information.

8.   A data terminal comprising:

a receiving portion for receiving multimedia data having embedded therein data that includes first information to be disclosed, and second information for controlling said data to be disclosed, said multimedia data symbolically representing a content of said embedded data;

a processor for comparing said second information included in said received multimedia data with a condition on said data terminal side; and

a display device capable of displaying said multimedia data and said first information, said processor making at least part of said multimedia data or said first information invisible or illegible on said data terminal on the basis of a result of the comparison of said second information.

9.   A data terminal according to claim 8, wherein said embedded data includes third information for confirming if said embedded data has credibility, and said processor compares said third information included in said received multimedia data with the condition on

said data terminal side and, if said embedded data is
decided not to have credibility as the result of the
comparison of said third information, makes said
multimedia data and said first information invisible on
said display device.

10.   A data terminal according to claim 8, wherein
said embedding of said data in said multimedia data is
performed by use of electronic watermark technique.

11.   A data terminal according to claim 9, wherein
said embedding of said data in said multimedia data is
performed by use of electronic watermark technique.

12.   A data terminal according to claim 8, wherein
said second information is information representing an
expiration date of said multimedia data, and said
comparison of said second information is performed in
such a manner that said processor compares said second
information with the present time on said data terminal
side, thereby deciding if present time is within the
expiration date.

13.   A data terminal according to claim 8, wherein
said data terminal further comprises a storage device
for storing a public key of said management server for
managing said multimedia data, said third information
is said embedded data that has already been encrypted
by use of a private key of said management server, and
said comparison of said third information is performed
such that said processor decrypts said third informa-
tion by use of said public key and compares said

decoded data with said embedded data, thereby deciding
if said embedded data has credibility.

14.   A data terminal according to claim 8, wherein
said first information includes outline information
briefly showing the content of said embedded data and
whereabouts information for showing a location of
detailed information of said embedded data, said
processor controls said display device to display said
outline information and said whereabouts information in
response to an input to said multimedia data when said
multimedia data is displayed on said display device,
and controls said display device to display said
detailed information in response to an input to said
displayed whereabouts information.

15.   A data display system comprising at least one
client terminal having information wanted to disclose,
at least one management server for managing multimedia
data having such elements as to symbolize a content of
said information, at least one WWW server for putting
said multimedia data on view, and at least one client
terminal for reading said multimedia data,

said management server having means for
embedding said desired-to-disclose information and a
digital signature in said multimedia data when receiv-
ing a request from said client terminal having said
desired-to-disclose information, and means for attach-
ing a public key to said multimedia data and sending it
to said WWW server,

said WWW server having means for attaching said multimedia data to a Web page and sending said Web page with said multimedia data,

said client terminal having means for acquiring from said management server said management server's public key and a program necessary for referring to said multimedia data, and storing them, means for acquiring said Web page with said multimedia data from said WWW server, means for comparing said public key attached to said multimedia data with said public key acquired from said management server and stored, means for making said multimedia data not displayed or said information embedded in said multimedia data not displayed if there is no coincidence in said comparison, and means for making said multimedia data displayed or said information embedded in said multimedia data displayed if they matches each other.

16.   A data display system having at least one client terminal for reading information, said client terminal including means for embedding desired-to-read information and display conditions of said desired-to-read information in multimedia data having elements that symbolize said desired-to-read information, means for making said multimedia data not displayed or the content of said desired-to-read information not displayed if there is no coincidence about said display conditions, and means for making said multimedia data displayed or the content of said desired-to-read

information displayed if there is a coincidence about said display conditions.

17.   A data display system according to claim 16, wherein if said information embedded in said multimedia data and said information decrypted by use of said public key are not coincident with each other when they are compared, said multimedia data is not displayed or the design of said multimedia data is changed in its form or said information embedded in said multimedia data is not displayed, and if they match each other, said multimedia data is displayed or said information embedded in said multimedia data is displayed.

18.   A data display system according to claim 16, wherein if the present time is decided to be over the expiration date when the expiration date of said information embedded in said multimedia data and the clock information of said client terminal are compared, said multimedia data is not displayed or the design of said multimedia data is changed in its form or said information embedded in said multimedia data is not displayed, and if the present time is decided to be within said expiration date, said multimedia data is displayed or said information embedded in said multimedia data is displayed.

19.   A data display system according to claim 16, wherein said exhibitor discloses/transmits information by use of said multimedia data having means by which said reader can acquire the detailed information and

related information on the basis of whereabouts
information embedded in said multimedia data.

20.   A data display system according to claim 16,
wherein a program necessary for displaying said infor-
mation embedded in said multimedia data is limited in
it distribution in order to control said embedded
information to be displayed in accordance with the
access control condition of the information embedded in
said multimedia data, or said program necessary to
display said information embedded in said multimedia
data that has said access condition already embedded
therein has the attribute information of said reader
provided in order to decide if said access condition is
satisfied, and said access condition embedded in said
multimedia data and said attribute information of said
reader are compared with each other so that if there is
no coincidence, said information embedded in said
multimedia data is not displayed, and that if they
match each other, said information embedded in said
multimedia data is displayed.

21.   A data display system having at least one
information distribution station for distributing
information and at least one information processing
terminal for reading the information embedded in
multimedia data or said information after the process-
ing of reliability confirmation of said multimedia
data, wherein said station distributes said multimedia
information, which has such elements as to symbolize a

content of said information, reliability confirmation means and display control means, to said information processing terminal, and said information processing terminal displays said multimedia or said information embedded in said multimedia data.

22.   A data display method comprising the steps of:

displaying on a display device a Web page having set up therein link information to a mark manager side that manages a mark for authenticating said Web page together with said mark for certifying said Web page that said mark manager side apparatus manages;

sending a request for confirming authenticity of said Web page to said mark manager side apparatus determined by said link information set up in said Web page when an operator selects said mark displayed together with said Web page on said display device; and

controlling said mark to be controlled on the basis of display data included in said mark.

23.   A recording medium having a program stored to be used in a data display system and that can be read by a computer, said program including the steps of:

receiving, by a data terminal, multimedia data that has embedded therein data including first information to be disclosed, and second information for controlling said data to be displayed, said multimedia data symbolically expressing the content of said

embedded data;

comparing said second information included in said received multimedia data with the condition on said data terminal side; and

making at least part of said multimedia data or said first information not displayed or illegible on said data terminal according to the result of said comparison of said second information.

24.   A method according to claim 1, wherein said multimedia data or said first information is displayed on said data terminal on the basis of another result of the comparison of said second information.

25.   A data terminal according to claim 8, wherein said multimedia data or said first information is displayed on said data terminal on the basis of another result of the comparison of said second information.